CLAIMS

Claims 1-10 (Cancelled)

- (New) A composition for delivering an active substance to a nasal membrane, the composition comprising:a minor effective amount of an active substance; and
 - a carrier comprising a fluid and a thickening agent.
- 12. (New) The composition of claim 11, wherein the composition comprises about 0.0000001 wt % to about 5.0 wt % homeopathic active substance.
- 13. (New) The composition of claim 11, wherein the composition comprises about 75 wt % to about 99.999 wt % carrier.
- 14. (New) The composition of claim 11, wherein the carrier comprises purified water, glycerin, and the thickening agent
- 15. (New) The composition of claim 11, wherein the thickening agent is selected from the group consisting of carbohydrate, hydroxycellulose carrageegan, sugar, guar gum, and methylcellulose.
- 16. (New) The composition of claim 15, wherein the thickening agent comprises hydroxyethyl cellulose.
- 17. (New) The composition of claim 11, wherein the active substance comprises zinc.
- 18. (New) The composition of claim 11, wherein the active substance comprises about 0.185 to about 2.8 wt % zinc gluconate.

- 19. (New) The composition of claim 11, further comprising a salt.
- 20. (New) The composition of claim 11, comprising about 75 to about 99.999 wt % water.
- 21. (New) The composition of claim 11, wherein the composition has a viscosity between about 2,500 cp and about 40,000 cp.
- 22. (New) A method of treating a cold comprising administering the composition of claim 11 to a nasal membrane.
- 23. (New) A composition for delivering an active substance to a nasal membrane, the composition comprising:

an effective amount of an active substance; and carrier comprising a thickener, wherein the composition has a viscosity in the range of about 2,500 to about 40,000 cp.

- 24. (New) The composition of claim 23, wherein the thickener is selected from the group consisting of glycerin, carrageenan, sugar, guar gum, methylcellulose, hydroxyethel cellulose, and carbonydrate.
- 25. (New) The composition of claim 23, further comprising a permeation enhancer.
- 26. (New) The composition of claim 23, wherein the composition comprises about 0.000001 to about 5.0 wt % thickening agent.
- 27. (New) The composition of claim 23, wherein the active substance comprises zinc gluconate and the carrier comprises glycerin.
- 28. (New) A method of applying a composition to a nasal membrane comprising the step of supplying the composition of claim 23.

29. (New) A composition for application to a nasal membrane, the composition comprising:

about 75% to about 99.999 wt% of a carrier;

0 to about 5 wt % permeation enhancer;

0 to about 5 wt % emulsifier;

0 to about 5 wt % antioxidant;

about 0.000001 to about 5 wt % thickener; and

about 0.0000001 to about 10 wt % active substance

wherein the viscosity of the composition is about 2,500 to about 40,000 cp.

- 30. (New) The composition of claim 29, wherein the active substance is a homeopathic compound.
- 31. (New) The composition of claim 29, wherein the active substance comprises zinc.
- 32. (New) The composition of claim 31, wherein the active substance comprises a homeopathic amount of zinc.
- 33. (New) The composition of claim 29, wherein the thickener is selected from the group consisting of glycerin, carrageenan, sugar, guar gum, methylcellulose, hydroxyethel cellulose, and carbonydrate.
- 34. (New) The composition of claim 29, wherein the carrier comprises glycerin.
- 35. (New) The composition of claim 29, wherein the active substance is a decongestant.

36. (New) A method of administering an effective amount of an active substance, the method comprising the steps of:

providing a composition comprising the active substance, the composition having a viscosity between about 2,500 cp and 40,000 cp; and applying the composition to a portion of a nasal membrane.

- 37. (New) The method of claim 36, wherein the step of providing comprises providing a composition comprising about 0.000001 to about 10 wt% zinc.
- 38. (New) The method of claim 36, wherein the step of providing comprises providing a composition comprising about 0.185 to about 2.8 wt% zinc gluconate.
- 39. (New) The method of claim 36, wherein the step of providing comprises providing a composition comprising about 0.1 to about 3 wt% thickener.
- 40. (New) A composition for reducing the severity and duration of a cold, the composition comprising:

about 0.000001 to about 5 wt% thickener;

about .05 to about 5 wt% glycerin;

about 0.0000001 to about 10 wt% active substance;

about 0.000001 to about 5 wt% salt, wherein the viscosity of the composition is about 2,500 to about 40,000 cp.

- 41. (New) A system for applying a composition to a nasal membrane comprising an applicator and the composition according to claim 11.
- 42. (New) A sprayable composition comprising:

an effective amount of an active substance; and

a carrier comprising a thickening agent, wherein said composition has a viscosity greater than about 2,500 cp and can be applied by spraying the composition onto a desired location.